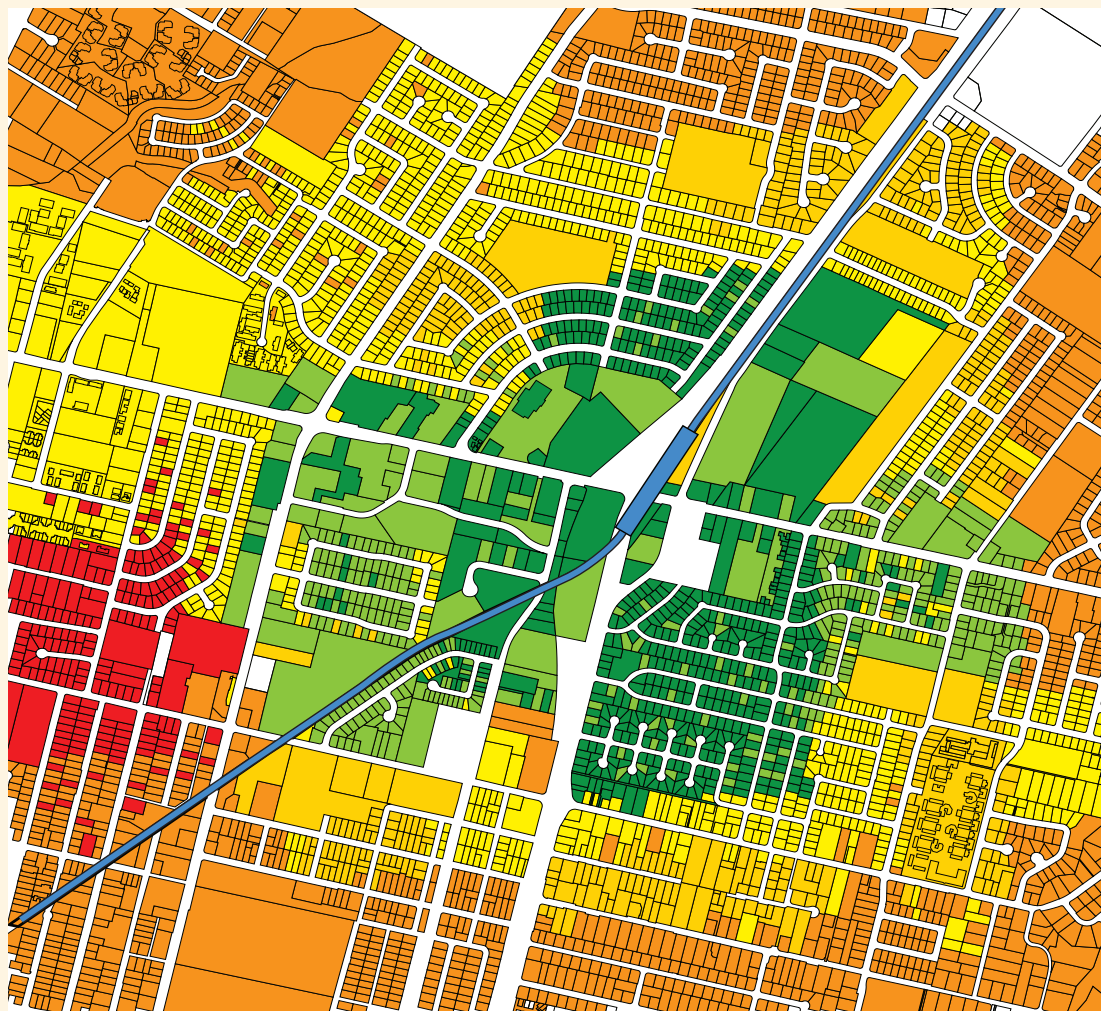


Variety Within a TOD Station Area

Distribution of Market Segments



■ Transit-Preferring ■ Urban DINKs ■ Young Brainiacs ■ Ambitious Urbanites ■ Mellow Couples ■ Kids, Cars and Schools

Transit-oriented neighborhoods are not homogenous. In TOD neighborhoods, the area adjacent to the station/stop will appeal to some households, while areas farther from a station/stop will appeal to others.

The area close to a transit station or high-service stop (within a quarter-mile radius) may be best suited for people in the Transit Preferring and Urban DINKs segments. They value access to transit and walkability to local destinations and are less concerned with quietness, cleanliness and access to driving/parking.

Areas farther from the station (a half-mile from the station) may be best suited to people in the Young Brainiacs and Ambitious Urbanites segments. These segments also want good quality transit access and walkability to local destinations, but prefer a somewhat quieter neighborhood.

The area three-quarters of a mile or farther from the station or stop may be best for people in the Mellow Couples segment. People in the Kids, Cars and Schools segment can potentially be attracted to the TOD neighborhood in the immediate vicinity of a good school. These segments have little interest in transit, so being far from the station is not a concern. However, they like to walk and bicycle for errands rather than being restricted to car access, and so they may be interested in the outer edges of the right TOD neighborhood.